

Plaintiffs' Exhibit 77

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IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF VIRGINIA
ALEXANDRIA DIVISION

UNITED STATES,) 1:23-cv-00108-LMB-JFA
et al.,)
)
Plaintiffs,)
)
vs.)
)
GOOGLE LLC,)
)
Defendants.)
_____)

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VIDEOTAPED DEPOSITION OF
CHRISTOPHER KARPENKO
August 10, 2023
9:35 a.m.

Reported by: Bonnie L. Russo
Job No. 6031969

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<p>1 the outcome.</p> <p>2 If there are any objections to</p> <p>3 proceeding, please state them at the time of</p> <p>4 your appearance.</p> <p>5 Counsel and all present, including</p> <p>6 remotely, will now state their appearances and</p> <p>7 affiliations for the record beginning with the</p> <p>8 noticing attorney.</p> <p>9 MS. GOODMAN: Martha Goodman from</p> <p>10 Paul Weiss on behalf of Google LLC, and I am</p> <p>11 joined by my colleague Annelise Corriveau.</p> <p>12 MR. RYAN: Good morning. James Ryan</p> <p>13 on behalf of the United States and the witness.</p> <p>14 MR. GROSSMAN: David Grossman on</p> <p>15 behalf of the United States.</p> <p>16 MR. CHU: Alvin Chu on behalf of the</p> <p>17 United States.</p> <p>18 MR. WEAVER: Michael Weaver for the</p> <p>19 United States Postal Service.</p> <p>20 MR. KARPENKO: Chris Karpenko with</p> <p>21 the United States Postal Service.</p> <p>22 MS. GOODMAN: Is anybody on Zoom who</p>	<p>1 BY MS. GOODMAN:</p> <p>2 Q. Good morning, Mr. Karpenko.</p> <p>3 A. Good morning.</p> <p>4 Q. Have you been deposed before?</p> <p>5 A. I have.</p> <p>6 Q. How recently?</p> <p>7 A. Possibly within the last two years.</p> <p>8 Q. And was that in connection with your</p> <p>9 work at the U.S. Postal Service?</p> <p>10 A. It was.</p> <p>11 Q. And what was it regarding?</p> <p>12 A. Specifically it was in regards to</p> <p>13 contested environment for picture permit</p> <p>14 stamps.</p> <p>15 Q. Okay. For -- for purposes of this</p> <p>16 deposition, I want to make sure that you take a</p> <p>17 pause before I finish my question so that I can</p> <p>18 complete my question, allow your counsel to</p> <p>19 object, and then you can answer the question.</p> <p>20 Okay?</p> <p>21 A. Okay.</p> <p>22 Q. And can you also speak up a little</p>
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<p>1 needs to state their appearance, please?</p> <p>2 MS. WOOD: I don't need to state an</p> <p>3 appearance, but I'll be in and out throughout</p> <p>4 the day. Julia Wood from the Department of</p> <p>5 Justice.</p> <p>6 MS. CLEMENS: Same for -- this is</p> <p>7 Katherine Clemens with the Department of</p> <p>8 Justice.</p> <p>9 MR. CARMAN: And Sean Carman from</p> <p>10 the Department of Justice.</p> <p>11 MS. GOODMAN: We did not hear the</p> <p>12 last person who spoke. Can you repeat</p> <p>13 yourself, please.</p> <p>14 MR. CARMAN: Yeah. Sean Carman for</p> <p>15 the Department of Justice, S-E-A-N C-A-R-M-A-N.</p> <p>16 MS. GOODMAN: Okay.</p> <p>17</p> <p>18 CHRISTOPHER KARPENKO,</p> <p>19 being first duly sworn, to tell the truth, the</p> <p>20 whole truth and nothing but the truth,</p> <p>21 testified as follows:</p> <p>22 EXAMINATION BY COUNSEL FOR DEFENDANT</p>	<p>1 bit. Sometimes it's a bit hard to hear you,</p> <p>2 and we want to make sure the court reporter is</p> <p>3 getting everything down. Okay?</p> <p>4 A. Sure.</p> <p>5 Q. Okay. And if you don't understand</p> <p>6 my question, please let me know. Okay?</p> <p>7 A. Okay.</p> <p>8 Q. Otherwise, I will assume you</p> <p>9 understand my question. Sound good?</p> <p>10 A. Yes.</p> <p>11 Q. And the court reporter cannot really</p> <p>12 transcribe uh-huh or huh, uh-uhs because they</p> <p>13 are hard to understand what you mean, so can</p> <p>14 you please answer a question with a yes or no</p> <p>15 or another verbal manner. Okay?</p> <p>16 A. Yes.</p> <p>17 Q. And is there any reason you cannot</p> <p>18 provide truthful and accurate testimony today?</p> <p>19 A. No.</p> <p>20 Q. And what is your current title at</p> <p>21 the United States Postal Service?</p> <p>22 A. As of today, it's senior director</p>

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<p style="text-align: right;">Page 14</p> <p>1 customer marketing.</p> <p>2 Q. And for how long have you held the</p> <p>3 role of senior director for customer marketing?</p> <p>4 A. Maybe three months.</p> <p>5 Q. And what do you do as the senior</p> <p>6 director for customer marketing?</p> <p>7 A. I'm responsible with my team to</p> <p>8 represent the postal service to perform</p> <p>9 marketing initiatives, messaging, and create a</p> <p>10 positive brand for the United States Postal</p> <p>11 Service.</p> <p>12 Q. And prior to taking on the role of</p> <p>13 senior director for customer marketing, what</p> <p>14 was your role at the postal service?</p> <p>15 A. Executive director of brand</p> <p>16 marketing.</p> <p>17 Q. And what is the difference between</p> <p>18 your role of senior director of customer</p> <p>19 marketing and executive director of brand</p> <p>20 marketing?</p> <p>21 MR. RYAN: I'll object to</p> <p>22 foundation, but it's fine.</p>	<p style="text-align: right;">Page 16</p> <p>1 tied to licensing and intellectual property.</p> <p>2 Am I understanding that correctly?</p> <p>3 A. Yes.</p> <p>4 Q. How about with respect to</p> <p>5 advertising? How, if at all, have your</p> <p>6 responsibilities changed from being executive</p> <p>7 director to senior director?</p> <p>8 MR. RYAN: Objection. Form.</p> <p>9 THE WITNESS: I still have the</p> <p>10 responsibilities to develop campaigns and</p> <p>11 execute them. We have a marketing operations</p> <p>12 team that answers under our insights group.</p> <p>13 That's probably the only other difference that</p> <p>14 I can think of at the moment --</p> <p>15 BY MS. GOODMAN:</p> <p>16 Q. And --</p> <p>17 A. -- other than what you were stating</p> <p>18 before.</p> <p>19 Q. So in your capacity -- in your prior</p> <p>20 capacity as executive director and in your</p> <p>21 current capacity as senior director, please</p> <p>22 describe what your responsibilities are with</p>
<p style="text-align: right;">Page 15</p> <p>1 THE WITNESS: There are several</p> <p>2 nuances of reporting structure where some of my</p> <p>3 directs have been moved. We've elevated those</p> <p>4 groups as we have grown them to make them more</p> <p>5 of a larger autonomous group.</p> <p>6 BY MS. GOODMAN:</p> <p>7 Q. How about with respect to your job</p> <p>8 responsibilities? Have those changed in the</p> <p>9 course of moving from the executive director to</p> <p>10 the senior director position?</p> <p>11 A. I don't have specific</p> <p>12 responsibilities tied to licensing and</p> <p>13 intellectual property. The other move -- moved</p> <p>14 to what we would call our digital group under</p> <p>15 Kim Workinger. That encompasses all our -- our</p> <p>16 own USPS.com site.</p> <p>17 Q. So the digital group under Kim</p> <p>18 Workinger encompasses the USPS.com site. Am I</p> <p>19 understanding you correctly?</p> <p>20 A. Yes.</p> <p>21 Q. And when you were executive director</p> <p>22 for brand marketing, you had responsibilities</p>	<p style="text-align: right;">Page 17</p> <p>1 respect to advertising.</p> <p>2 MR. RYAN: Objection. Vague.</p> <p>3 THE WITNESS: Could you clarify for</p> <p>4 me.</p> <p>5 BY MS. GOODMAN:</p> <p>6 Q. What do you understand the term</p> <p>7 "advertising" to mean?</p> <p>8 A. Advertising for me is to be able to</p> <p>9 position messaging in whatever format that</p> <p>10 might be to our potential customers, whether</p> <p>11 they be consumer or businesses, and the postal</p> <p>12 service -- and my role in the postal service is</p> <p>13 to help place proper messaging for our various</p> <p>14 campaigns that we are going to be executing for</p> <p>15 the year.</p> <p>16 Q. Okay. And so with respect to the</p> <p>17 understanding of advertising that you have just</p> <p>18 stated for the record, can you please describe</p> <p>19 what your responsibilities are with respect to</p> <p>20 advertising.</p> <p>21 A. My role is to determine what</p> <p>22 campaigns to run for the year, take the</p>

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<p style="text-align: right;">Page 18</p> <p>1 insights that are provided to us, take the</p> <p>2 target audience that we're trying to reach, and</p> <p>3 make creative and place that creative or</p> <p>4 content in the appropriate way for our desired</p> <p>5 outcome.</p> <p>6 Q. And when you say "place that</p> <p>7 creative or content in the appropriate way for</p> <p>8 our desired outcome," what do you mean?</p> <p>9 A. Proper messaging can be placed or</p> <p>10 positioned in a variety of ways. We use media,</p> <p>11 variety of different media types. We also use</p> <p>12 materials that we provide to our salespeople.</p> <p>13 Q. When you say that you -- you use</p> <p>14 media in a variety of different media types,</p> <p>15 can you elaborate on that, please.</p> <p>16 A. Can you clarify what you mean by --</p> <p>17 what you're looking for.</p> <p>18 Q. Well, when you say media, that you</p> <p>19 use a variety of different media types, what do</p> <p>20 you mean?</p> <p>21 A. So we have a variety of different</p> <p>22 media channels that we use. Those media</p>	<p style="text-align: right;">Page 20</p> <p>1 different media types that are used for a</p> <p>2 particular campaign?</p> <p>3 A. Yes.</p> <p>4 Q. How long have you been at the United</p> <p>5 States Postal Service?</p> <p>6 A. Over 35 years.</p> <p>7 Q. And what -- prior to -- well, strike</p> <p>8 that.</p> <p>9 How long -- for what time period</p> <p>10 were you executive director of brand marketing</p> <p>11 for the USPS?</p> <p>12 A. I was in that role eight-plus years,</p> <p>13 I believe.</p> <p>14 Q. How did you come to be the executive</p> <p>15 director of brand marketing?</p> <p>16 A. I was selected by the chief</p> <p>17 marketing officer.</p> <p>18 Q. Do you report to the chief marketing</p> <p>19 officer?</p> <p>20 A. I report to the VP of marketing</p> <p>21 today.</p> <p>22 Q. And who is the VP of marketing?</p>
<p style="text-align: right;">Page 19</p> <p>1 channels are fairly broad, so not all</p> <p>2 inclusive. Top of mind you would see the</p> <p>3 traditional TV, radio, print, direct mail,</p> <p>4 digital, which would have subsets within that</p> <p>5 that might fall under social media, banner</p> <p>6 advertising, e-mail marketing, and then we, of</p> <p>7 course, have our own messaging that we use</p> <p>8 within our own postal infrastructure.</p> <p>9 Q. And so your role includes then</p> <p>10 determining the kind of media to use when</p> <p>11 seeking to get your message out to your target</p> <p>12 audience; is that correct?</p> <p>13 MR. RYAN: Objection. Foundation.</p> <p>14 THE WITNESS: Myself and my group</p> <p>15 have responsibility for rolling out campaigns</p> <p>16 that would include a variety of different media</p> <p>17 types, and we assess what those media types</p> <p>18 may -- may work in combination with each other</p> <p>19 to optimize our results.</p> <p>20 BY MS. GOODMAN:</p> <p>21 Q. Okay. And you have -- do you have a</p> <p>22 direct role in selecting the variety of</p>	<p style="text-align: right;">Page 21</p> <p>1 A. Sheila Holman, H-O-L-M-A-N.</p> <p>2 Q. When you were executive director,</p> <p>3 did you also report to Ms. Holman?</p> <p>4 A. For a short period of time, yes.</p> <p>5 Q. What period of time did you report</p> <p>6 to Ms. Holman?</p> <p>7 A. I believe she was hired while we</p> <p>8 were in COVID, so 2021, I believe.</p> <p>9 Q. And prior to Ms. Holman being hired,</p> <p>10 to whom did you report while you were executive</p> <p>11 director of brand marketing?</p> <p>12 A. The name was Steve Monteith.</p> <p>13 Q. Is that M-O-N-T-E-I-T-H --</p> <p>14 A. T-E-I-T-H, yes. With a V, I</p> <p>15 believe. Steve Monteith.</p> <p>16 Q. And what -- was Mr. Monteith the VP</p> <p>17 of marketing?</p> <p>18 A. He was.</p> <p>19 MR. RYAN: Objection. Form.</p> <p>20 THE WITNESS: Sorry.</p> <p>21 MS. GOODMAN: What is the form</p> <p>22 objection?</p>

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<p style="text-align: right;">Page 210</p> <p>1 buys?</p> <p>2 MR. RYAN: Objection to form.</p> <p>3 Foundation.</p> <p>4 THE WITNESS: UM leverages their</p> <p>5 buying power for all of their clients and</p> <p>6 passes it through appropriately, I believe.</p> <p>7 BY MS. GOODMAN:</p> <p>8 Q. And -- and -- and that includes</p> <p>9 passing it through to the postal service?</p> <p>10 MR. RYAN: Objection to form.</p> <p>11 THE WITNESS: We believe that there</p> <p>12 is an opportunity for the postal service to get</p> <p>13 some value out of their ability to buy the way</p> <p>14 they buy.</p> <p>15 MS. GOODMAN: Okay. Shall we take a</p> <p>16 break?</p> <p>17 MR. RYAN: Sure.</p> <p>18 THE VIDEOGRAPHER: Going off record.</p> <p>19 The time is 15:41.</p> <p>20 (A short recess was taken.)</p> <p>21 THE VIDEOGRAPHER: Going back on the</p> <p>22 record. The time is 1600 hours.</p>	<p style="text-align: right;">Page 212</p> <p>1 BY MS. GOODMAN:</p> <p>2 Q. Right. And so you -- in the course</p> <p>3 of your work with Universal McCann, are these</p> <p>4 the kinds of presentations you routinely</p> <p>5 receive from them with respect to media buying</p> <p>6 recommendations for particular campaigns?</p> <p>7 A. Yes, we do receive presentations</p> <p>8 like this.</p> <p>9 Q. And so what is your process upon</p> <p>10 receiving a presentation like this with</p> <p>11 Universal McCann with respect to formulating a</p> <p>12 media-buying strategy for a particular campaign</p> <p>13 and then executing on it?</p> <p>14 MR. RYAN: Objection to form and</p> <p>15 foundation.</p> <p>16 THE WITNESS: This part -- this</p> <p>17 campaign, like others, are examples of the</p> <p>18 postal service deciding that we want to run a</p> <p>19 particular campaign tied to a particular</p> <p>20 message.</p> <p>21 In this case it was about the --</p> <p>22 avoiding surcharge. This is a campaign tied to</p>
<p style="text-align: right;">Page 211</p> <p>1 MS. GOODMAN: Mr. Karpenko, I'm</p> <p>2 going to hand you Exhibit 41, USPS-ADS-661829</p> <p>3 through 661869.</p> <p>4 (Deposition Exhibit 41 was marked</p> <p>5 for identification.)</p> <p>6 BY MS. GOODMAN:</p> <p>7 Q. And this is an e-mail attaching an</p> <p>8 avoid surcharge media recommendation</p> <p>9 presentation, correct?</p> <p>10 MR. RYAN: Objection to form and</p> <p>11 foundation.</p> <p>12 THE WITNESS: Yes.</p> <p>13 BY MS. GOODMAN:</p> <p>14 Q. Okay. And is the purpose of a</p> <p>15 presentation like this for the postal service</p> <p>16 team under your direction and yourself to walk</p> <p>17 through media buy strategy with Universal</p> <p>18 McCann for a particular advertising campaign?</p> <p>19 MR. RYAN: Objection to form and</p> <p>20 foundation.</p> <p>21 THE WITNESS: This is a particular</p> <p>22 lead gen campaign that we were looking to run.</p>	<p style="text-align: right;">Page 213</p> <p>1 shippers, people that ship, businesses that</p> <p>2 ship.</p> <p>3 The -- throughout the presentation</p> <p>4 you will see there is validation from UM to --</p> <p>5 there is some validation from UM into some of</p> <p>6 the tasks and parameters that we wanted to put</p> <p>7 forward. You will see that on Page 4, let's</p> <p>8 say.</p> <p>9 BY MS. GOODMAN:</p> <p>10 Q. Okay. Can I ask you a question</p> <p>11 about Page 4.</p> <p>12 A. Sure.</p> <p>13 Q. So the campaign parameters that are</p> <p>14 reflected here on Page 4, did those inform the</p> <p>15 kind of media that you will decide to purchase</p> <p>16 for purposes of this campaign?</p> <p>17 MR. RYAN: Objection to form and</p> <p>18 foundation.</p> <p>19 Counsel, can you ask if he has</p> <p>20 actually seen this document before.</p> <p>21 MS. GOODMAN: I will ask my</p> <p>22 questions.</p>

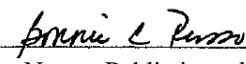
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<p style="text-align: right;">Page 214</p> <p>1 THE WITNESS: I'm sorry. Could you</p> <p>2 repeat the question.</p> <p>3 BY MS. GOODMAN:</p> <p>4 Q. Yeah. The campaign parameters that</p> <p>5 are reflected here on Page 4, did these</p> <p>6 parameters inform the kind of media that you in</p> <p>7 working with Universal McCann decided to</p> <p>8 purchase for purposes of this campaign?</p> <p>9 MR. RYAN: Objection to form and</p> <p>10 foundation.</p> <p>11 THE WITNESS: This would be part of</p> <p>12 the process for us. Prior to this</p> <p>13 presentation, we would be working with -- in</p> <p>14 this case we would -- this would have come out</p> <p>15 of my brand shipping team. They would have</p> <p>16 been working with our creative agency of record</p> <p>17 as well as our media agency of record. And</p> <p>18 within that there are other agencies also that</p> <p>19 may indeed play in this.</p> <p>20 This is UM's part of it after they</p> <p>21 have been briefed as to what we are trying to</p> <p>22 do. We are trying to run a -- avoiding</p>	<p style="text-align: right;">Page 216</p> <p>1 A. Would be a helpful basis for UM to</p> <p>2 provide recommendation for us on what they feel</p> <p>3 they could do to help this campaign be</p> <p>4 successful.</p> <p>5 Q. And is -- in shorthand is setting</p> <p>6 the campaign parameters sort of Step 1 in the</p> <p>7 process of determining what is the appropriate</p> <p>8 mix of media to buy for this particular</p> <p>9 campaign?</p> <p>10 MR. RYAN: Objection to form and</p> <p>11 foundation.</p> <p>12 THE WITNESS: This campaign</p> <p>13 parameter is given to Universal McCann for the</p> <p>14 media component. There are other parameters</p> <p>15 that we need to put in place that are similar</p> <p>16 to the objective that tie to other agencies</p> <p>17 that we work with.</p> <p>18 So in this particular case, we might</p> <p>19 involve McCann, which is McCann/MRM, so -- and</p> <p>20 it's McCann M-C-C-A-N-N-/-M-R-M -- to do our</p> <p>21 creative for us. That creative may take on</p> <p>22 direct mail creative, digital banner creative,</p>
<p style="text-align: right;">Page 215</p> <p>1 ship surcharges. We had a rough budget and how</p> <p>2 long we wanted to run that program and what we</p> <p>3 were trying to accomplish, who that target</p> <p>4 audience was.</p> <p>5 UM provided a recommendation for the</p> <p>6 campaign. This is part of -- this is part of</p> <p>7 the overall campaign. This is the media part</p> <p>8 of the campaign that UM would be responsible</p> <p>9 for. There are other entities that would also</p> <p>10 play a role with this campaign.</p> <p>11 BY MS. GOODMAN:</p> <p>12 Q. And so when the postal service is</p> <p>13 working on determining the correct -- the</p> <p>14 optimal media strategy for a particular</p> <p>15 campaign, do you first need to determine what</p> <p>16 the campaign parameters are? An example being</p> <p>17 exhibited on Slide 4 of this deck.</p> <p>18 MR. RYAN: Objection to foundation.</p> <p>19 THE WITNESS: This is Slide 4</p> <p>20 campaign parameters?</p> <p>21 BY MS. GOODMAN:</p> <p>22 Q. Right.</p>	<p style="text-align: right;">Page 217</p> <p>1 potentially something tied to social media as a</p> <p>2 potential option as creative goes with our</p> <p>3 other agency, Weber Shandwick/Powell Tate, as</p> <p>4 well as anything we might do internally with</p> <p>5 our own group under our brand digital team on</p> <p>6 the dot-com site if we were potentially using</p> <p>7 something there. So it's a broader, larger --</p> <p>8 BY MS. GOODMAN:</p> <p>9 Q. Sure.</p> <p>10 A. -- effort.</p> <p>11 Q. But more specifically in my</p> <p>12 questions today -- or at least certainly in</p> <p>13 this line of questioning -- are focused on the</p> <p>14 determination with respect to what kind of paid</p> <p>15 media to purchase --</p> <p>16 A. Uh-huh.</p> <p>17 Q. -- for purposes of a particular</p> <p>18 campaign that the postal service is running.</p> <p>19 And so with respect to making such</p> <p>20 that -- such a determination of what is the</p> <p>21 appropriate mix of paid media to purchase, is</p> <p>22 it important at the outset to establish what</p>

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<p style="text-align: right;">Page 218</p> <p>1 the campaign parameters for that campaign are?</p> <p>2 MR. RYAN: Objection. Form.</p> <p>3 THE WITNESS: Yes. My team works</p> <p>4 with UM on defining what those campaign</p> <p>5 parameters are. UM may come back and say you</p> <p>6 may have a budget of 500,000. We recommend</p> <p>7 600,000, and then we can go back and forth as</p> <p>8 to whether or not we agree.</p> <p>9 In this particular case, their</p> <p>10 recommended budget was 500,000 with an</p> <p>11 evergreen search of 750,000.</p> <p>12 BY MS. GOODMAN:</p> <p>13 Q. What is evergreen search?</p> <p>14 A. Evergreen search for us is being</p> <p>15 always on, so we run -- we have -- there's --</p> <p>16 there's organic search and paid search. We run</p> <p>17 multiple millions of dollars of paid search</p> <p>18 that we add words in to -- for searching for</p> <p>19 for customers.</p> <p>20 And we were adding in particular --</p> <p>21 a number of phrases or words into our paid</p> <p>22 search program so that if someone happened to</p>	<p style="text-align: right;">Page 220</p> <p>1 A. You asked me to look for Slide 11.</p> <p>2 Was there another page as well?</p> <p>3 Q. On Bates 841. I think you're on the</p> <p>4 right page. Oh.</p> <p>5 A. This one.</p> <p>6 Q. Yeah.</p> <p>7 A. Okay. Just one pay.</p> <p>8 Q. So this slide depicts a proposed</p> <p>9 allocation of money across three different</p> <p>10 channels, correct?</p> <p>11 MR. RYAN: Objection to form.</p> <p>12 THE WITNESS: This shows a</p> <p>13 recommendation from UM to utilize display,</p> <p>14 social, and search for the media purchase of</p> <p>15 this campaign. It is not limited to other</p> <p>16 media channels like the direct mail piece that</p> <p>17 went with this.</p> <p>18 BY MS. GOODMAN:</p> <p>19 Q. Okay. And you see under</p> <p>20 "display" --</p> <p>21 A. Yes.</p> <p>22 Q. -- it references Cadreon.</p>
<p style="text-align: right;">Page 219</p> <p>1 type in a particular word that was key to this,</p> <p>2 it would -- it would pop up in the paid</p> <p>3 environment. We hoped to already have it</p> <p>4 showing up in organically as well. When you</p> <p>5 have them showing up in both on the front page,</p> <p>6 you are more apt to have someone click through.</p> <p>7 So we add paid into that to help us</p> <p>8 potentially bring more reinforcement for</p> <p>9 someone to have confidence to click through and</p> <p>10 have a higher probability of clicking through</p> <p>11 for going to our site or content.</p> <p>12 Q. And is paid search a form of digital</p> <p>13 advertising?</p> <p>14 MR. RYAN: Objection to foundation.</p> <p>15 THE WITNESS: I would consider paid</p> <p>16 search a form of digital advertising.</p> <p>17 BY MS. GOODMAN:</p> <p>18 Q. Okay. And if you go to Slide 11</p> <p>19 ending in 41 Bates, is this slide depicting the</p> <p>20 recommended allocation for this particular</p> <p>21 campaign of the moneys budgeted for the</p> <p>22 campaign across display, social, and search?</p>	<p style="text-align: right;">Page 221</p> <p>1 Do you see that?</p> <p>2 A. I do.</p> <p>3 Q. What is Cadreon?</p> <p>4 A. Cadreon is an entity that --</p> <p>5 MR. RYAN: Objection. Foundation.</p> <p>6 THE WITNESS: Oh, sorry.</p> <p>7 Cadreon is an entity that UM has</p> <p>8 used to help place advertising for us.</p> <p>9 BY MS. GOODMAN:</p> <p>10 Q. And postal service does not have a</p> <p>11 contract directly with Cadreon; is that</p> <p>12 correct?</p> <p>13 MR. RYAN: Objection to foundation.</p> <p>14 THE WITNESS: I'm unaware of any</p> <p>15 contract with Cadreon.</p> <p>16 BY MS. GOODMAN:</p> <p>17 Q. And is Cadreon now called Matterkind</p> <p>18 to your knowledge?</p> <p>19 MR. RYAN: Objection to foundation.</p> <p>20 THE WITNESS: I believe that Cadreon</p> <p>21 evolved to the name Matterkind.</p> <p>22 BY MS. GOODMAN:</p>

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<p style="text-align: right;">Page 318</p> <p>1 witness based on what we view as improper</p> <p>2 assertions of privilege.</p> <p>3 So I'll hold the deposition open for</p> <p>4 the record and I will pass the witness.</p> <p>5 MR. RYAN: Any questions? I would</p> <p>6 like to just note at this point, we would like</p> <p>7 -- it might be automatic, but just for the</p> <p>8 record, I just want to note that we want to</p> <p>9 designate the entire transcript -- treat it --</p> <p>10 have it treated as highly confidential for the</p> <p>11 time allotted in the protective order, to allow</p> <p>12 portions of the transcript to be -- the proper</p> <p>13 portions to be designated and any exhibits that</p> <p>14 are highly confidential.</p> <p>15 MS. GOODMAN: Okay.</p> <p>16 MR. RYAN: No questions for the</p> <p>17 witness.</p> <p>18 MS. GOODMAN: Thank you,</p> <p>19 Mr. Karpenko.</p> <p>20 THE WITNESS: Thank you.</p> <p>21 THE VIDEOGRAPHER: This marks the</p> <p>22 end of the deposition of Mr. Karpenko. Going</p>	<p style="text-align: right;">Page 320</p> <p>1 CERTIFICATE OF NOTARY PUBLIC</p> <p>2 I, Bonnie L. Russo, the officer before</p> <p>3 whom the foregoing deposition was taken, do</p> <p>4 hereby certify that the witness whose testimony</p> <p>5 appears in the foregoing deposition was duly</p> <p>6 sworn by me; that the testimony of said witness</p> <p>7 was taken by me in shorthand and thereafter</p> <p>8 reduced to computerized transcription under my</p> <p>9 direction; that said deposition is a true</p> <p>10 record of the testimony given by said witness;</p> <p>11 that I am neither counsel for, related to, nor</p> <p>12 employed by any of the parties to the action in</p> <p>13 which this deposition was taken; and further,</p> <p>14 that I am not a relative or employee of any</p> <p>15 attorney or counsel employed by the parties</p> <p>16 hereto, nor financially or otherwise interested</p> <p>17 in the outcome of the action.</p> <p>18</p> <p>19 </p> <p>20 Notary Public in and for</p> <p>21 the District of Columbia</p> <p>22 My Commission expires: August 14, 2025</p>
<p style="text-align: right;">Page 319</p> <p>1 off the record at 19:05.</p> <p>2 (Whereupon, the proceeding was</p> <p>3 concluded at 7:05 p.m.)</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10</p> <p>11</p> <p>12</p> <p>13</p> <p>14</p> <p>15</p> <p>16</p> <p>17</p> <p>18</p> <p>19</p> <p>20</p> <p>21</p> <p>22</p>	<p style="text-align: right;">Page 321</p> <p>1 Sean Carman</p> <p>2 sean.carman@usdoj.gov</p> <p>3 August 11, 2023</p> <p>4 RE: United States, Et Al v. Google, LLC</p> <p>5 8/10/2023, Christopher Karpenko (#6031969)</p> <p>6 The above-referenced transcript is available for</p> <p>7 review.</p> <p>8 Within the applicable timeframe, the witness should</p> <p>9 read the testimony to verify its accuracy. If there are</p> <p>10 any changes, the witness should note those with the</p> <p>11 reason, on the attached Errata Sheet.</p> <p>12 The witness should sign the Acknowledgment of</p> <p>13 Deponent and Errata and return to the deposing attorney.</p> <p>14 Copies should be sent to all counsel, and to Veritext at</p> <p>15 erratas-cs@veritext.com.</p> <p>16</p> <p>17 Return completed errata within 30 days from</p> <p>18 receipt of testimony.</p> <p>19 If the witness fails to do so within the time</p> <p>20 allotted, the transcript may be used as if signed.</p> <p>21</p> <p>22 Yours,</p> <p>Veritext Legal Solutions</p>

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<p style="text-align: right;">Page 322</p> <p>1 United States, Et Al v. Google, LLC</p> <p>2 Christopher Karpenko (#6031969)</p> <p>3 E R R A T A S H E E T</p> <p>4 PAGE____ LINE____ CHANGE_____</p> <p>5 _____</p> <p>6 REASON_____</p> <p>7 PAGE____ LINE____ CHANGE_____</p> <p>8 _____</p> <p>9 REASON_____</p> <p>10 PAGE____ LINE____ CHANGE_____</p> <p>11 _____</p> <p>12 REASON_____</p> <p>13 PAGE____ LINE____ CHANGE_____</p> <p>14 _____</p> <p>15 REASON_____</p> <p>16 PAGE____ LINE____ CHANGE_____</p> <p>17 _____</p> <p>18 REASON_____</p> <p>19 _____</p> <p>20 _____</p> <p>21 _____</p> <p>22 Christopher Karpenko Date</p>	
<p style="text-align: right;">Page 323</p> <p>1 United States, Et Al v. Google, LLC</p> <p>2 Christopher Karpenko (#6031969)</p> <p>3 ACKNOWLEDGEMENT OF DEPONENT</p> <p>4 I, Christopher Karpenko, do hereby declare that I</p> <p>5 have read the foregoing transcript, I have made any</p> <p>6 corrections, additions, or changes I deemed necessary as</p> <p>7 noted above to be appended hereto, and that the same is</p> <p>8 a true, correct and complete transcript of the testimony</p> <p>9 given by me.</p> <p>10 _____</p> <p>11 _____</p> <p>12 Christopher Karpenko Date</p> <p>13 *If notary is required</p> <p>14 SUBSCRIBED AND SWORN TO BEFORE ME THIS</p> <p>15 _____ DAY OF _____, 20____.</p> <p>16 _____</p> <p>17 _____</p> <p>18 _____</p> <p>19 NOTARY PUBLIC</p> <p>20 _____</p> <p>21 _____</p> <p>22 _____</p>	

82 (Pages 322 - 323)

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1 United States, Et Al v. Google, LLC

2 Christopher Karpenko (#6031969)

3 ACKNOWLEDGEMENT OF DEPONENT

4 I, Christopher Karpenko, do hereby declare that I
5 have read the foregoing transcript, I have made any
6 corrections, additions, or changes I deemed necessary as
7 noted above to be appended hereto, and that the same is
8 a true, correct and complete transcript of the testimony
9 given by me.

10 

11 09-21-2023

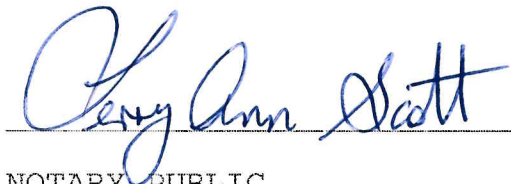
12 Christopher Karpenko

Date

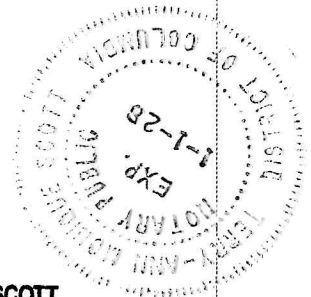
13 *If notary is required

14 SUBSCRIBED AND SWORN TO BEFORE ME THIS

15 21 DAY OF September, 2023.

16
17 

18 NOTARY PUBLIC



19
20
21 TERRY-ANN MONIQUE SCOTT
NOTARY PUBLIC DISTRICT OF COLUMBIA
My Commission Expires January 1, 2028
22